

EXHIBIT 1

Monetization and Ads



Google Play supports a variety of monetization strategies to benefit developers and users, including paid distribution, in-app products, subscriptions, and ad-based models. To ensure the best user experience, we require you to comply with these policies.

Payments

Subscriptions and Cancellations

Ads

Payments

Apps that employ in-store or in-app purchases must comply with the following guidelines:

In-store purchases: Developers charging for apps and downloads from Google Play must use Google Play's payment system.

In-app purchases:

- Developers offering products within a game downloaded on Google Play or providing access to game content must use **Google Play In-app Billing** (<https://web.archive.org/web/20160729010302/https://developer.android.com/intl/en/google/play/billing>) as the method of payment.
- Developers offering products within another category of app downloaded on Google Play must use **Google Play In-app Billing** (<https://web.archive.org/web/20160729010302/https://developer.android.com/intl/en/google/play/billing>) as the method of payment, except for the following cases:
 - Payment is solely for physical products
 - Payment is for digital content that may be consumed outside of the app itself (e.g. songs that can be played on other music players).

- In-app virtual currencies must only be used within the app where they were first purchased.
- Developers must not mislead users about the apps they are selling nor about any in-app services, goods, content, or functionality offered for purchase. If your product description on Google Play refers to in-app features that may require a specific or additional charge, your description must clearly notify users that payment is required to access those features.

Here are some examples of products supported by Google Play In-app Billing:

- **Virtual game products**, including coins, gems, extra lives or turns, special items or equipment, characters or avatars, additional levels or playtime.
- **App functionality or content**, such as an ad-free version of an app or new features not available in the free version.
- **Subscription services**, such as streaming music, video, book, or other media services; digital publications, including when bundled with a physical edition; and social networking services.
- **Cloud software products**, including data storage services, business productivity software, and financial management software.

Here are some examples of products not currently supported by Google Play In-app Billing:

- **Retail merchandise**, such as groceries, clothing, housewares, and electronics.
- **Service fees**, including taxi and transportation services, cleaning services, food delivery, airfare, and event tickets.
- **One-time membership fees or recurring dues**, including gym memberships, loyalty programs, or clubs offering accessories, clothing, or other physical products.
- **One time-payments**, including peer-to-peer payments, online auctions, and donations.
- **Electronic bill payment**, including credit card bills, utilities, and cable or telecommunications services.

Note that in some markets, we offer Android Pay for apps selling physical products and services. For more information, please visit our Android Pay developer page (<https://web.archive.org/web/20160729010302/https://developers.google.com/android-pay/>) for details and brand usage requirements (<https://web.archive.org/web/20160729010302/https://developers.google.com/android-pay/ui-branding/>).

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YES

NO

Next

Subscriptions and Cancellations

(/web/20160729010302/https://play.google.com/about/monetization-ads/subscriptions-cancellations/)

